

**ABSTRACT**

A method and system for the sale of franchise real estate is provided in which characteristic data corresponding to the characteristics of a franchise real estate is stored in a system server. The system server is accessed from remote computers. A user accesses the system server to obtain stored characteristic data from the server by providing search criteria for selecting specific franchise real estate having the characteristic data. The server then matches the search criteria to franchise real estate having the specific characteristic data and provides the characteristic data and demographic information corresponding to the franchise real estate to a user at the remote computer upon selection of the specific franchise real estate.